FROM BEACH POLICE

Bathing and Other Pleasures When 'on Duty' Prohibited in New Orders.

INSPECTORS WARNED

Told to Have Men at Resorts Telephone Station at Regular Times.

ROWDY NUISANCE SEEN

Bungalow Drinkers Face Close Supervision-Motor Warning Is Issued.

beaches and pleasure resorts as an enloyable vacation while on duty will not be able to do so this season, according VIOLENCE CRIMES sioner Enright. On the eve of assign ng large details to the resorts Mr. Enright sent out this order through Chief Inspector William J. Lahey:

Detectives and members of the uni formed force who are assigned to eaches and other resorts for special luty during the summer time in many astances do not properly perform their hat many of them devote much of heir time to bathing and otherwise

"Commanding officers of precincts in which these resorts are located archereby directed to give careful consideration to the work performed by members of the force assigned to their command and to require them to call the station by telephone or by signal box station by telephone or by signal box escalarly. Supervising officers will see that the men perform their duties."

Car Rowdy Nuisance.

Car Rowdy Nuisance.

Commanding officers of inspection districts were ordered to inspect their men performance of the corresponding period of last year shows that but 345 cases were disposed of, with appricits were ordered to inspect their men.

Sation is vile and their actions degrading.

"Commanding officers of precinets in which these resorts are located will institute the patrol force to pay particular attention to railroad stations on carlines located in Coney Island. Rock-away Beach. Seaside, Hammels and Staten Island, and see that this condition is suppressed without delay."

Calling the attention of the department to the increasing number of casualities in the streets from accidents, Mr. Enright said:

"We have had a number of serious and fatal automobile accidents in this tity during the past two weeks. There seems to be a great deal of reckless which is dangerous to life and limb. An intensive campaign must be begun at once for the purpose of correcting this condition, more particularly as the time-pproaches when schools will be closed and many additional children will be upon the streets every day.

Checking Speed Maniacs.

"Members of the force assigned to the Men in Prison Harmless.

"Members of the force assigned to the peration of motor vehicles in the various branches of the service can help marrially in checking the speed maniac and reckless driver who is responsible

bresent year and at the same time is

"The situation demands the most carnest attention. Commanding officers must give the matter special attention. Each should call his supervising officers into a conference for the purpose of ascertaining the causes of accidents in his territory and then take steps to prevent them in the future."

FIRE VETERANS HOLD SERVICES FOR DEAD

at Memorial in St. James's Church, Brooklyn.

Memorial services for members of the Fire Department who died last year were held yesterday at St. James's Frotestant Episcopal Church, Lafayette avenue and St. James place, Brooklyn, under the direction of New York Fire Department Post No. 500, Veterans of Foreign Wars. Two hundred firemen of the post marched to the church from the Franklin avenue library, headed by the French Department Band.

Mass was celebrated by the Rev. Harry A. Handell, chaplain of the post, and a memorial was preached by the Rev. James O. S. Huntington, Superior of the Order of the Holy Cross. A gold watch was presented to the Rev. Mr. Handell in appreciation of his services to the post during the last twenty years. "Smoky Joe" Martin made the presentation.

during the last twenty years. "Sm Joe" Martin made the presentation.

TO CONTINUE CHILD FEEDING.

London, May 28.—The free city of Danzig, from which the American Re-lief Administration is to withdraw in June of this year, has now passed the

ENRIGHT TAKES JOY VETERAN IS HONEYMOONING AS HIS 'DEATH' IS HONORED

Anthony Pentola, Often Declared Killed in War, Is Absent From Dedication of Latest of Three Memorials Bearing His Name in Brooklyn.

If Anthony Pentola had not been on his honeymoon yesterday he would have gone to Freedom Square, Bushwick Parkway and Myrtle avenue, Brooklyn, and looked on while patriotic organizations, with many speeches and much music, dedicated a monument in honor of the eighty-three boys from that part of Brooklyn who died during the war. Pentola's name is fifty-seventh in the list that is moided on the base of the monument.

As it was, Pentola stayed on his heneymoon, for which he departed a few days ago from his home at 21 Louis place, Brooklyn, while his comrades of the George Cacioppo Post of the American Legion told the story of how Pentola's name appears among the dead and how he never seems able to convering the body of a man who had been killed. Pentola's name was on some papers in the coat pocket and the body was buried as Pentola's. When he left the hospital and went back to the front the Captain of his company was amazed, but the mixup never was straightened out in the official records. Later Pentola has gassed. He was a tree planted in his honor in Bedford avenue, but he had it named again for some soldier who really was killed.

The confusion over Pentola began when he was shot in the back of the head one day while fighting with Company C of the 106th Infantry, Twentyse eventh Division. They were getting

HIT NEW LOW EBB

Banton's Drive Results in Police Say They Held Up Res-Sending 337 to Prison for

Since April 17, just six weeks ago, njoying themselves when they should when the District Attorney of New York he performing the work to which they exerted pressure to speed up trials for

Men in Prison Harmless

and reckless driver who is responsible for accidents. Officers of the traffic squad and motorcycle divisions should be able to offer valuable suggestions and do much personally to decrease serious and fatal accidents in the streets of this city.

"Unquestionably there are many improvements which might be suggested or the regulation of traffic in the city, either by the establishment of one way streets, redistribution of traffic, espitally where streets are overcongested, and by the establishment of safety devices which may be helpful.

"This phase of the situation is not re-

"Unquestionably there are many improvements which might be suggested or the regulation of traffic in the city, ither by the establishment of one way streets, redistribution of traffic, espially where streets are overcongested, and by the establishment of safety decides which may be helpful.

This phase of the situation is not reciving the proper attention from rec

POLICEMAN LOSES LIFE GETTING ON MOTOR CAR

Cavanagh of Coney Island Is Victim of a Slip.

Patrolman Patrick Cavanagh. a mounted man attached to the Coney Island station, died yesterday in Coney Island Hospital of injuries received when he fell from an automobile early in the day and his head struck the pavement.

Cavanagh was standing at Surf avenue and West Eighth street at 5 o'clock in the morning when an automobile driven by Granville Rider of 4409 New Utrecht avenue. Brooklyn, approached to ride, and Rider slowed down. Before the could stop Cavanagh jumped on the running board. His foot slipped and he fell backward, his head striking the pavement. Rider took him to the hospital. He falled to regain consciousness.

tal. He failed to regain consciousness.

He leaves a wife and two small children, with whom he lived at 30? West
Twenty-fourth street. He had a good
record during his six-years on the force,
including several rescues. He served in
the navy during the war. He was 26
years old.

WOULD NOT ABANDON RED DANGER LIGHTS But Suggest Green for Safety Exits in Buildings.

THE NEW YORK HERALD On May 24, in an article reporting the meeting of the American Engineering Standards Com-

SEIZE 5 IN MOTOR **AFTER 3 ROBBERIES**

taurant, Saloon and Grocery and Stole Taxi.

cab on the West Side early yesterday were arrested at 10:30 o'clock by Detectives Maney. Shanley and Moore of the West Forty-seventh street station. The detectives were in Forty-ninth street between Tenth and Eleventh avenues when an automobile turned the corner. Detective Manty recognized one of the occupants.

While hundreds of persons on their way to church watched, or dodged beind pillars and in doorways, the detectives drew their pistols, rushed up to the automobile and placed the five octors.

Commanding officers of impection district their mentors are converted to instruct their mentors are converted. These men." the order reads, "some legad, have whisky or hoose who suffered injury to indicate the converted to instruct their mentors are converted. The significance, it is pointed out, is that during blarted attorney Bantonia that the district the same coavey and their actions desiration of the district their mentors are converted. The results of the increased speed in their functioning of the courts, in the converted in the functioning of the courts, in the converted in the structure of the party of the part

John Thomas, 22. of 149 West Sixty-third street, who was arrested Satur-day afternoon on the roof of 174 West Ninety-eightn street, was held without ball by Magistrate Cobb in West Side Court. Police say Thomas was leased from prison two weeks ago.

\$1,000,000 IS LOST

building was destroyed, with valuable manufacturing equipment.

Fireman James B. O'Donnell of 187
Seventh street, Long Island City, fell from the top of a sixty foot ladder. He fell on his nead and was killed instantly.

Fire deatroyed the building of the Bergen Beach Yacht Club on Jamaica Bay at Flatbush avenue, Brooklyn, early yesterday, causing a loss of about \$20,000. Louis Christopher, the custodian of the chib, discovered the fire and tried to extinguish it with a pail of water. The flames made such headway that he called two policemen, who turned in an alarm. The flag raising ceremonies in celebration of the opening of in an alarm. The flag raising cere-monies in celebration of the opening of the season were to have been held yes-terday afternoon.

SALESMAN IS LASSOED AND ROBBED BY BOYS Brooklyn Pupil Seized After Holdup Under Bridge.

In the Wild West fashion they had seen in motion pictures, two boys, one a pupil in a Brooklyn public school, last night lassoed Samuel Zenton, salesman, of 66 Fulton street, and robbed him of \$3 cash and his watch and chain. The holdup was staged in York street, under the Brooklyn Bridge, about 6 o'clock.

Ernest Feori, 15, student at school No. 8, Poplar and Hicks streets, was arrested in his home at 65 Main street about two hours later, charged with the holdup.

Zenton said he was walking quietly when two boys slipped up behind him. Before he realized it, the salesman said, one of the boys had swung the noose In the Wild West fashion they had seen

337 Sent Up in 6 Weeks of War Against Crime MEMORIAL SERVICES

War Veterans in Force at Legion's Observance in St. John's Cathedral.

MASS IN ST. ANDREWS

Senators Lenroot and Calder at Coliseum-Jews Hear Judge Marx.

PLAQUES ON BRONX TREES

Spanish Conflict Survivors Pay Tribute in Central Park to Their Dead.

oldiers who fell in the late war and churches throughout the city yes- Flying Boat Makes Record terday and attended by thousands of

Ferhaps the most impressive of all was that conducted by the American Legion in the Cathedral of St. John the Divine. The Army, Navy and Marine Corps headed a procession and down the line at various intervals between the Red Cross, the Waacs and the overseas workers were French, British and Belgian veterans carrying their own colors, and the kilted men of the Scots regiments.

H. A. Bruno of the Aeromarine Company last night announced that the fity may last night announced that the

The veterans of Jewish faith held their services in the Free Synagogue and heard Judge Robert S. Marx of Cincinnati, president of the Disabled Veterans of the World War; Rabbi Stephen S. Wise and Maurice Simmons, commander in chief of the Hebrew veterans. Speaking of the Jews in the war, Judge Marx said:

sity in the Second Corps Area will be represented. The enrollments from Cornell. Syracuse, Columbia, New York University, Rutgers, the City College and the University of Delaware have been heavy.

FATHER DIES; BOY DOES NOT LIKE WATER, SAVED

Their heroic record is irrefutable evi-

168th street, near the armory of the 102d

GRAVE OF ROOSEVELT IS MEMORIAL MECCA Widow to Receive Intercol-

legiate Club To-morrow.

Over 2,000 individuals arriving on the grave of Theodore Roosevelt in Young's Memorial Cemetery at Oyster Bay. Seventy-five boys of Troop 10,

Bay, Seventy-five boys of Troop 10, Brooklyn Boy Scouts, headed by a band, marched to the grave and left a large wreath. The scoutmaster made a speech. It is expected that Memorial Day will see at least 5,000 visitors at the cemetery, for a large parade is being planned by the Quentin Roosevelt Post, American Legion, in conjunction with the Intercollegiate Club of New York.

After the ceremonies at the grave the Intercollegiate Club will be received by Mrs. Roosevelt at Sagamore Hill. 'Acting Secretary of the Navy Theodore Roosevelt and H. D. Lindsay, first commander of the American Legion, are expected to be present.

Danzig, from which the American Relief Administration is to withdraw in fune of this year, has now passed the necessary legislation to continue the child feeding in the future.

This is the second Government to arrange for the continuance of the American work after the closing of the A. R. A. offices, Poland having the honor to be first. The A. R. A. has operated in Danzig since April, 1921, and up to January last had served meals to 730,000 children of that city. Some help was also given to nursing mothers.

American Engineering Standards Committee, stated in the heading of the arrivation of a result of any the holdup. Zenton said he was walking quietly when two boys slipped up behind him. Before he realized it, the salesman said. Calgary, Alberta, May 25.—A party one of the boys had swung the noose of a clothes line over his head. The rore settled on his arms, he said, and this summer for the remains of dinosaurs the boys pulled it tight, throwing him to the ground. Then they robbed him or mittee, stated in the heading of the artive, and the was walking quietly when two boys slipped up behind him.

Calgary, Alberta, May 25.—A party one of the boys had swung the noose of the boys pulled it tight, throwing him to the ground. Then they robbed him to be gired on his arms, he said, and this summer for the remains of dinosaurs in the Red Deer River Valley. The members will foot down the river on a raft, and ran away.

Unable to get up because of the main the body substitution of green lights for danger and sweng the noose of the boys pulled it tight, throwing him to the ground. Then they robbed him not represent the boys pulled it tight, throwing him to the ground. Then they robbed him not represent the boys pulled it tight, throwing him to the ground. Then they robbed him needs a committee suggested that green be substituted for red as the color of lights for a clothes line over his head. The rearrange of the Royal On-the rearrange of the Boys had swung the noose of the Before he realized it. The rearrange of the

tenced to State prison and classes of crime during the last six weeks was compiled by The New YORK HERALD:

| | Defend- | Sen- |
|----------------------|---------|---------|
| Crime. | ants. | tences. |
| Murder | . 2 | 40 |
| Manslaughter | . 10 | 190 |
| Robbery | . 55 | 73714 |
| Burglary | . 23 | 20114 |
| Pistol carrying | . 9 | 4914 |
| Assault | . 6 | 3314 |
| Burglars' tools | | 3 |
| Grand larceny | | 11334 |
| Forgery | | 2014 |
| Bigamy | | 7 |
| Statutory charges | | 19 |
| Extortion | | 10 |
| Rec. stolen property | | 5 |
| | | |
| Total | .144 | 1.430 |

In addition, 116 defendants were varying from six months to three years; 32 to Elmira Reformatory a maximum of one year, and 45 New York City Reformatory (Harts Island), the City Prison and the Workhouse for shorter terms, making the grand total 337 prison terms, of 1,829 years.

Memorial services in honor of the ATLANTIC CITY ONLY 65 MINUTES AWAY

H. A. Bruno of the Aeromarine Cor

GAME WARDEN FINDS BIG FISH STORY IS TRUE

Mouquin Special Dispatch to THE New YORK HERALD.
NORTHAMPTON, Mass., May 28.—Apparently Game Warden Patrick MeCarthy has solved the mystery and dispelled some of the doubt that followed
the announcement that Grant Craig, 15,
of Easthampton, had caught a brown
trout weighing eight and a quarter
pounds

PLATTSBURG TRAINING Four Hundred, Mostly College

cab was found under the cut was the principal speaker. College students, at the ratter of the automobile in which the five were arrested. The taxicab was found two locks away.

Yeggmen drilled a safe in the butcher store of Nugent Eichenberg Company, 459 Central avenue. East Orange, N. J. last night, and got away with \$2,800 in cash. They moved the safe into the lechox in the store, whert they were lechox in the store, where the butcher store of Lewis the principal speaker. College students, at the ratter of serve Officers' Training Camp on the morning of Juge 16. They report on June 15 and will be straggling in a lay, but the following morning arm regulations take hold. Col. Jesse Conditions to the lector of the chelsea and will be straggling in a lay, but the following morning arm regulations take hold. Col. Jesse Conditions take hold. Col. Jesse Conditi

**S1,000,000 IS LOST IN LONG ISLAND FIRE IN LONG ISLAND FIRE Nichols Copper Damages Grow; Yacht Club Destroyed.

**Fire which started late Saturday when a boiler exploded at the Nichols Copper Company plant in Laurei Hill. Long Island City, caused damage estimated at \$1,000,000 instead of the \$25,000 damage which was reported immediately after the fire. Much of the building was destroyed, with valuable manufacturing equipment.

Fireman James B. O'Donnell of 187 Seventh street, Long Island City, fell from the top of a sixty foot ladder. He fell on his head and was killed instantly. Fire destroyed the building of the Bergen Beach Yacht Club on Jamaica in the process of the patriotism and devotion of the American James B. O'Donnell of 187 Seventh street, Long Island City, fell from the top of a sixty foot ladder. He fell on his head and was killed instantly. Fire destroyed the building of the Bergen Beach Yacht Club on Jamaica

CAR ON 70 FOOT DROP

Milk That's Grade A Plus Milk so carefully packed that no icing is necessary until the package ROGERS RICHEST MILK

You see its pure fresh richnes through the



849 · Amsterdam Av

SAVES AT CONEY GIRL HE RESCUED AT MIAMI

You Again! Exclaims Canoe Upset Victim.

Bedford avenue, Brooklyn, opened he eyes yesterday afternoon at the Brighton Capt. George Ahrens of the Coast Guard, she looked up at the Captain and

little later Miss Merritt explained that when she and her family were at Miami, the Captain, who was on guard on the Florida coast at the time, pulled her out of the water after a struggle and revived her. It was reported by Police Capt. John J. Hughes, who commands the police of Coney Island and who was standing near at the time, that Capt. Ahrens came through nobly and said something about 12 being a small old world after all.

Miss Merritt almost lost her Miss Merritt almost lost her life because she did what she had been told not to attempt hundreds of time—that is, change seats in a canoe. She and her sister Victoria, aged 16, were in the frail craft about a quarter of a mile off Brighton Beach when she decided to move from one seat to another. The canoe overturned. Madge can swim, but after carrying Victoria a little way she became exhausted and both went under. Then Capt. Ahrens went out and rescued them.

Mouquin Hermouth

Trip to Shore.

Easthampton Boy's Catch of & Pound Trout Verified.

CAMP OPENS JUNE 16

Men, Are Entered.

State troopers think that the automobile found at the bottom of a seventy-foot stone quarry at Thornwood in the northern part of Westchester county, which was stolen from Michael Rodak of 4 Clinton street, Yonkers, was used in the bootleg traffic and then discarded by being driven to the edge of the quarry, and, after the occupants had alighted, allowed to topple over. It is covered by ten feet of water, and the police yesterday were unable to dig it out. There were many footprints near the spot, and several empty whisky bottles.

Sealed in steril-ized glass jars. Richer than any

LEWIS OHLS,

BOYS'

Sport Oxfords

at the extraordinary price of

3.95

HERE are no more durable leathers tanned than the elkskins and calfskins used in these sturdy Oxfords. Nor any more comfortable.

colored elkskin - with contrasting dark tan calfskin saddles. They all have ribbed rubber soles

and wedge heels. Sizes 21/2 to 6.

Tan calfskin, and both light tan and cream-

Saks & Company

BROADWAY FIFTH FLOOR

BATTEN



Is that all there is to Advertising?

tising. He said, "You people talk about advertising moulding favorable public opinion.

"Why don't you talk about selling goods? Public opinion is all right, but what I want to know is how about sales, profits, turnover, more distribution, more window displays, bigger earnings, as a result of buying advertising!"

It's not a very strange thing for a business man to want these things. Most of them do.

This man doesn't want to wait for favorable public opinion. He wants to go straight to the mark for more sales and greater profits. He wants a public actually buying his goods-not just a public get-

A CRITIC got after our adver- ting more favorably disposed toward buying. Nevertheless, the way ad-

> vertising works is through the moulding of favorable public The quality of an article, its price, its competition, its method of sale, and the extent

to which people actually need

it affect immediate sales more

than advertising does. Advertising is a relatively new thing. But it is not so new that people who buy it should be uninformed as to how it works.

Whether the results from advertising are fast or slow, the process is the same—it is the moulding of a favorable public opinion for articles or services that deserve it.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

George Batten Company, Inc. Advertising

381 Fourth Avenue New York

Chicago McCormick Bldg.

Moulding favorable public opinion for articles or services that deserve it